



The Cracker Jacks® Story

By Rick Miller

There probably is not a more familiar snack and fun food in America than a box of Cracker Jacks®. Generations after generation have enjoyed the unique and enjoyable caramel-coated popcorn and peanuts that fill the box and ultimately satisfy our adventurous tastes. Just as important, and possibly even more notably, is that every box of Cracker Jacks® comes with one undeniable guarantee that most Americans can easily recite—the “surprise inside” guarantee that appears in bold fashion on each Cracker Jacks® box.

“Surprise Inside,” a simple claim that has excited boys and girls for well over 100 years. Anyone who has ever opened a box of Cracker Jacks® can share the anticipation of finding a treasure in the box. Many pint-size treasure hunters may also confess they ignored the snack itself in pursuit of the surprise which they knew was inside the box.

In reflection, one has to marvel at the pledge Cracker Jacks® has made to literally hundreds of millions of children over the past century—by absolutely promising, without exception, that no box of Cracker Jacks® would ever leave the factory without a prize inside. Cracker Jacks® must have a truly remarkable quality control system. Therefore, one must be compelled to speak on behalf of past and present generations to publicly thanking Cracker Jacks® and its highly consistent quality-control people for ensuring that there will always be a surprise inside, no exceptions.

The story of Cracker Jacks® reminds all of us that every child in America contains a surprise inside. Our job, therefore, is not to allow any child to leave our classrooms, parks, YMCAs, Boys & Girls Clubs, homes, churches, temples, mosques, and synagogues without the quality-control engineers, teachers, parents, and recreation or youth leaders ensuring that the child can easily find his or her prize inside.